

City of National City



Strategic Planning Workshop #2
February 28, 2007



STRATEGIC PLANNING WORKSHOPS

COUNCIL

STAFF



First Workshop Overview

- Reviewed City Council Goals
- Land Use and Economic Development
- Uncertain Market Conditions
- Updated Projects, Programs, Plans
- Considered Ideal Community Vision

January 30, 2007

What We Heard

- Fiscal Sustainability
- Analyze Redevelopment Area's Effect on General Fund
- Balance Ideal and Real
- Strengthen Code Enforcement
- Community Gateways and Focus Areas
- Implement Plans (Westside/Old Town)

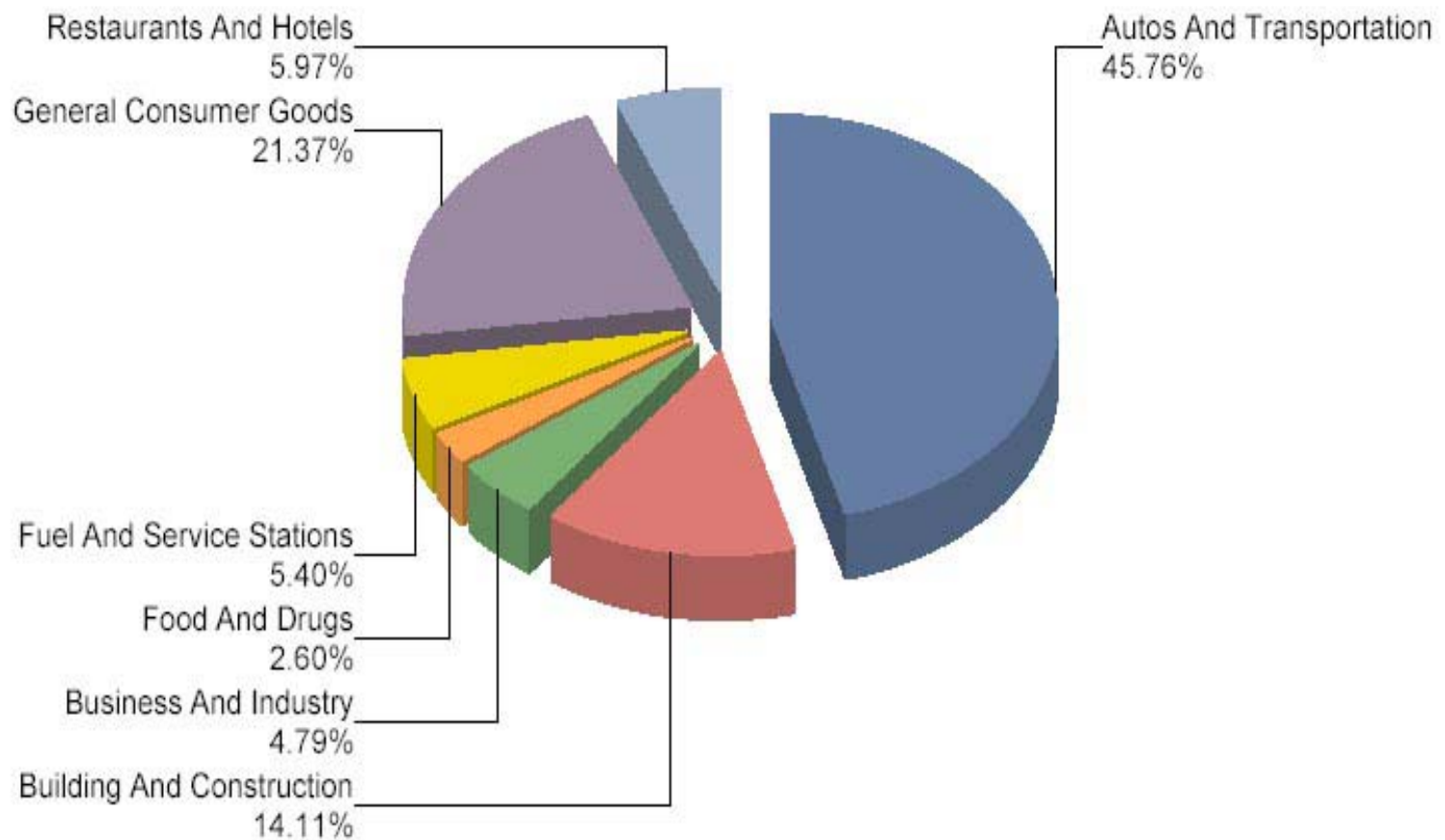
What We Heard

- Comprehensive Plan for Development
- Don't Do Things Piece-Meal
- Willing to be Patient for Market to Rebound
- Generate Ongoing and Diverse Revenue
 - Innovative Projects
 - Sales Tax Producers
 - “Home Runs”
- Safety, Health, Quality of Life

Tonight's Objectives

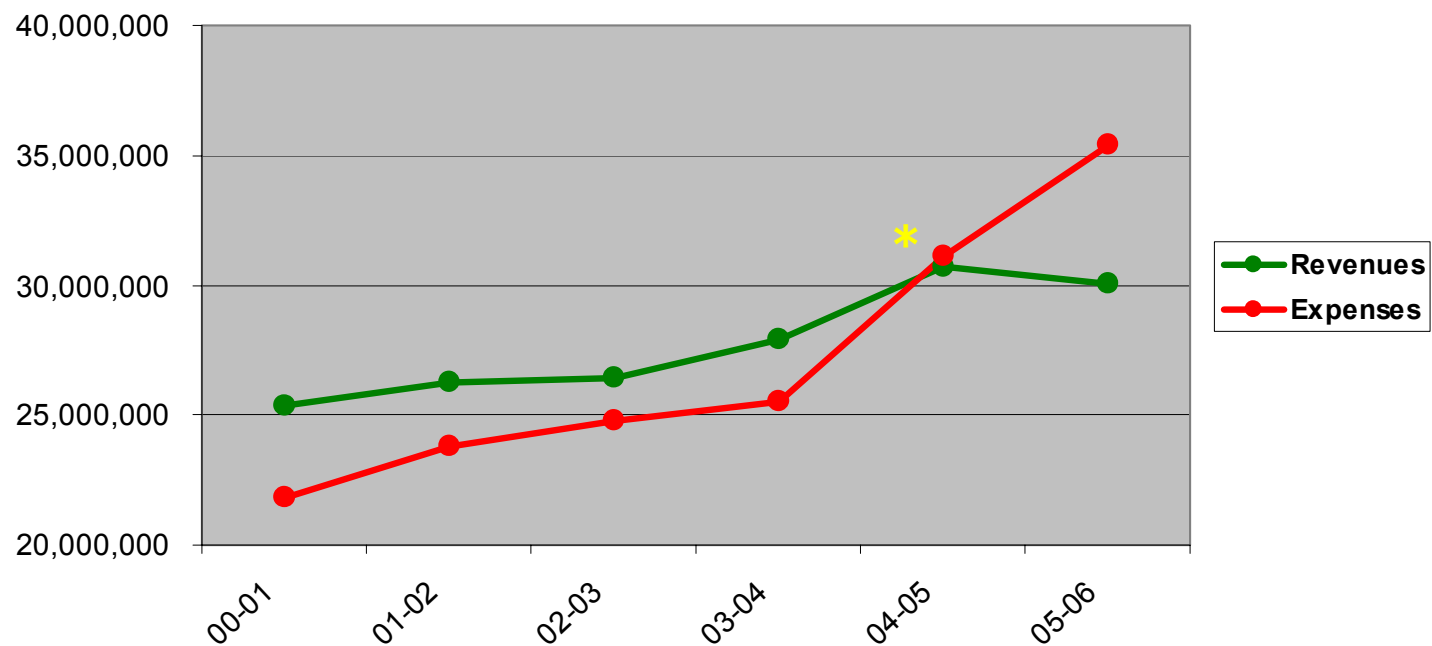
- Review City Financial Resources
 - General Fund
 - Proposition D
 - Redevelopment Cash Flow
- Discuss Other Resources
- Prioritize Gateways and Focus Areas
- Identify Revenue Generating Projects
- Consider Potential Planning Areas
- Quality of Life Discussion

Revenue Diversity



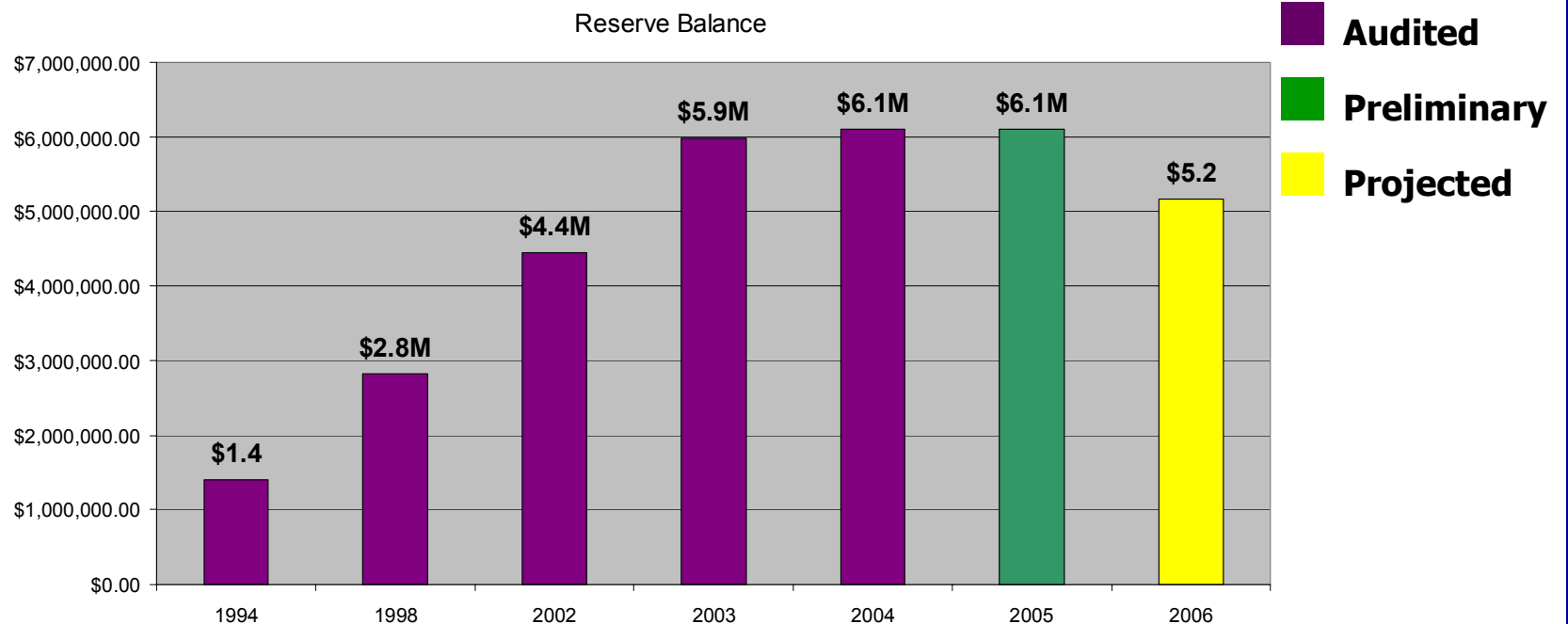
General Fund History

Audited General Fund Expenses/Revenues

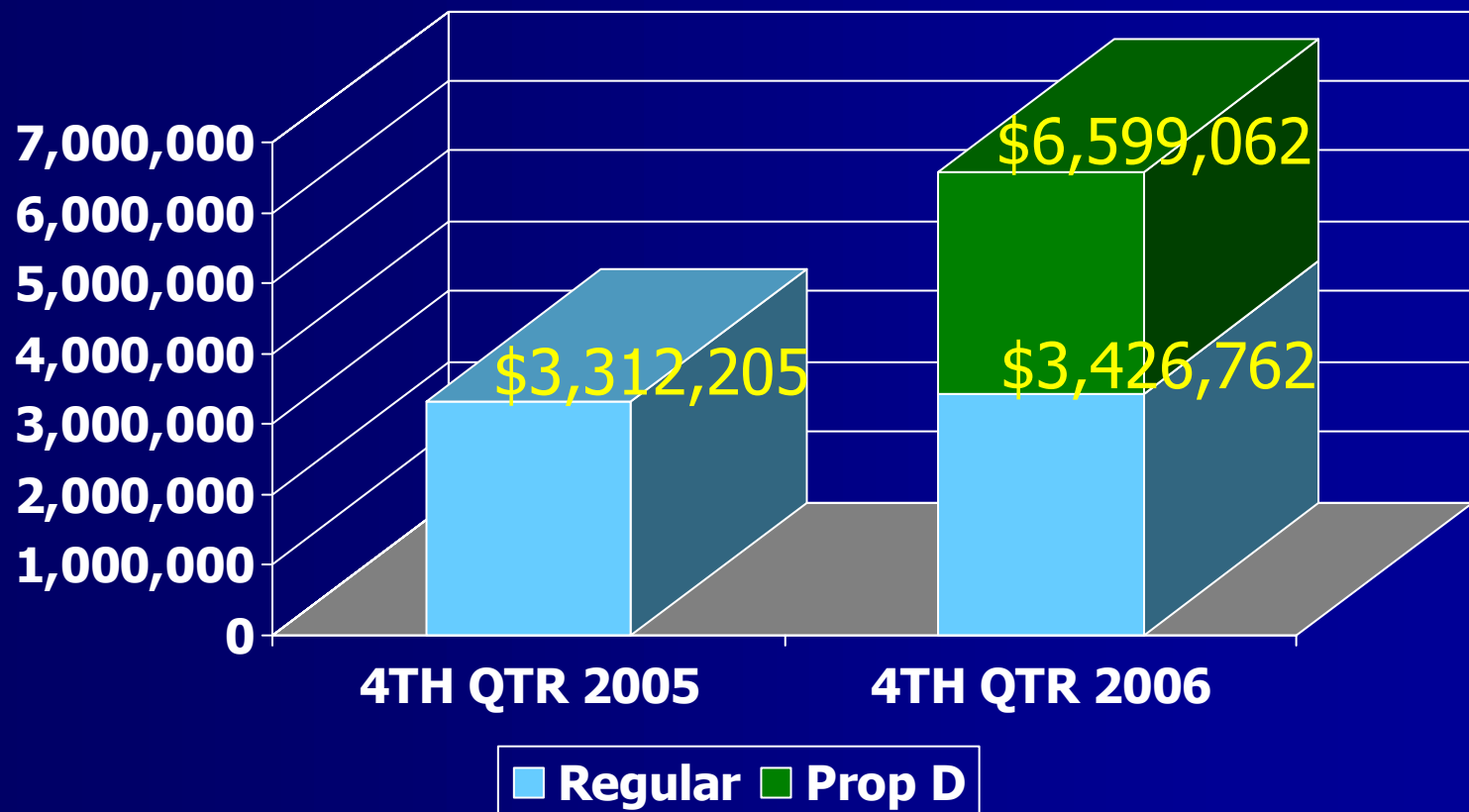


Status Update

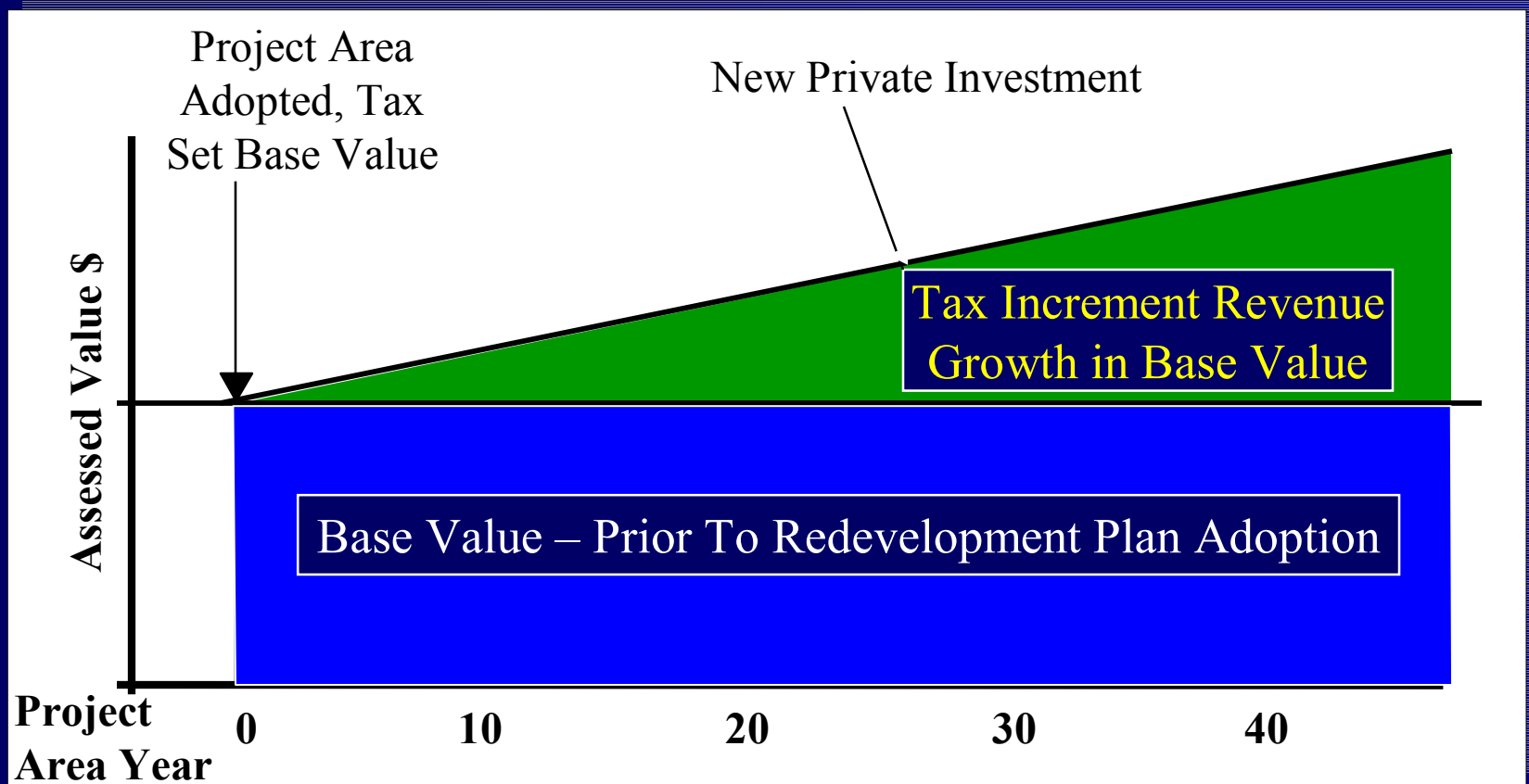
- Begin next Fiscal Year (FY06-07) with \$5.2 million in General Fund Reserve



Prop D Effect on Sales Tax



How Is Redevelopment Financed?



How CDC or TIF Supports The City's General Fund

- Investment in Community Facilities (Library, Streets, Aquatic Center)
- Absorbing General Fund Operating Costs (% City Manager, City Attorney, H/R, Recreation and Finance)
- Developing Projects that Generate Sales Tax (Wal-Mart, Home Depot)

Property Tax Allocation w/o Redevelopment Area

City General Fund

21¢



21¢

Local Control

79¢ Outside Agencies



79¢ Outside Agencies

Allocation Of Property Taxes with Redevelopment

General Fund 5¢	CDC to General Fund 11¢	64¢ CDC (20¢ Housing)	Outside Agencies 20¢
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80¢

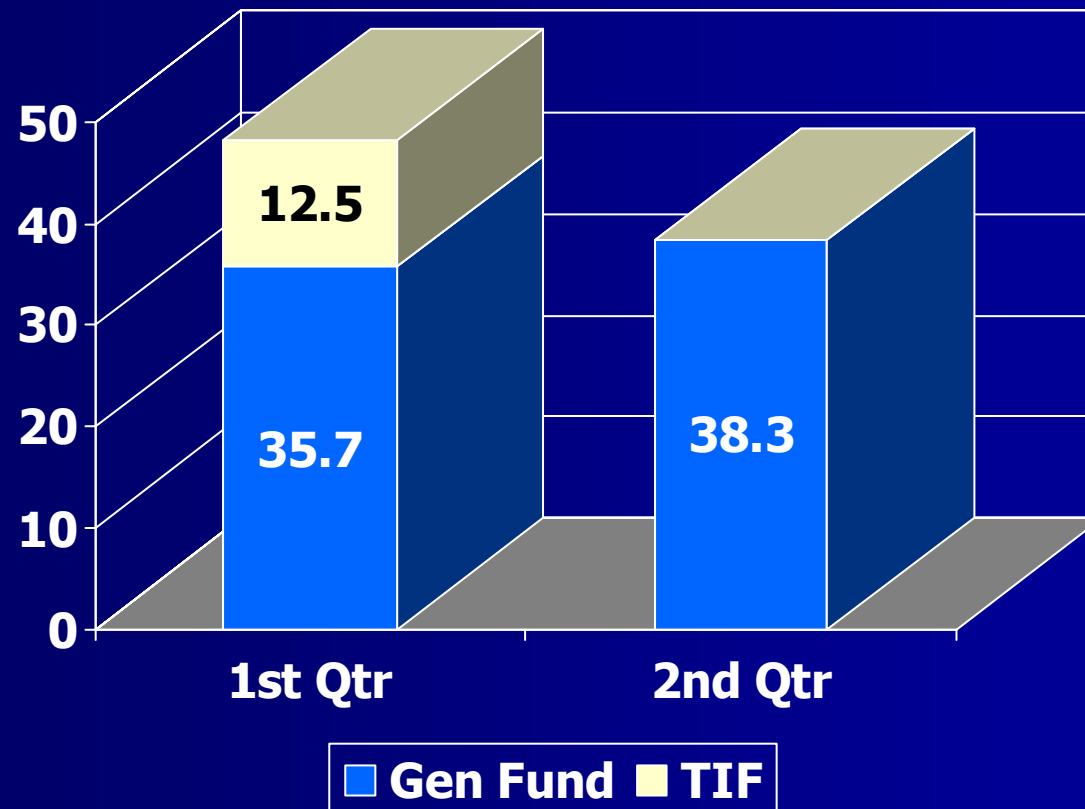
20¢

Local Control

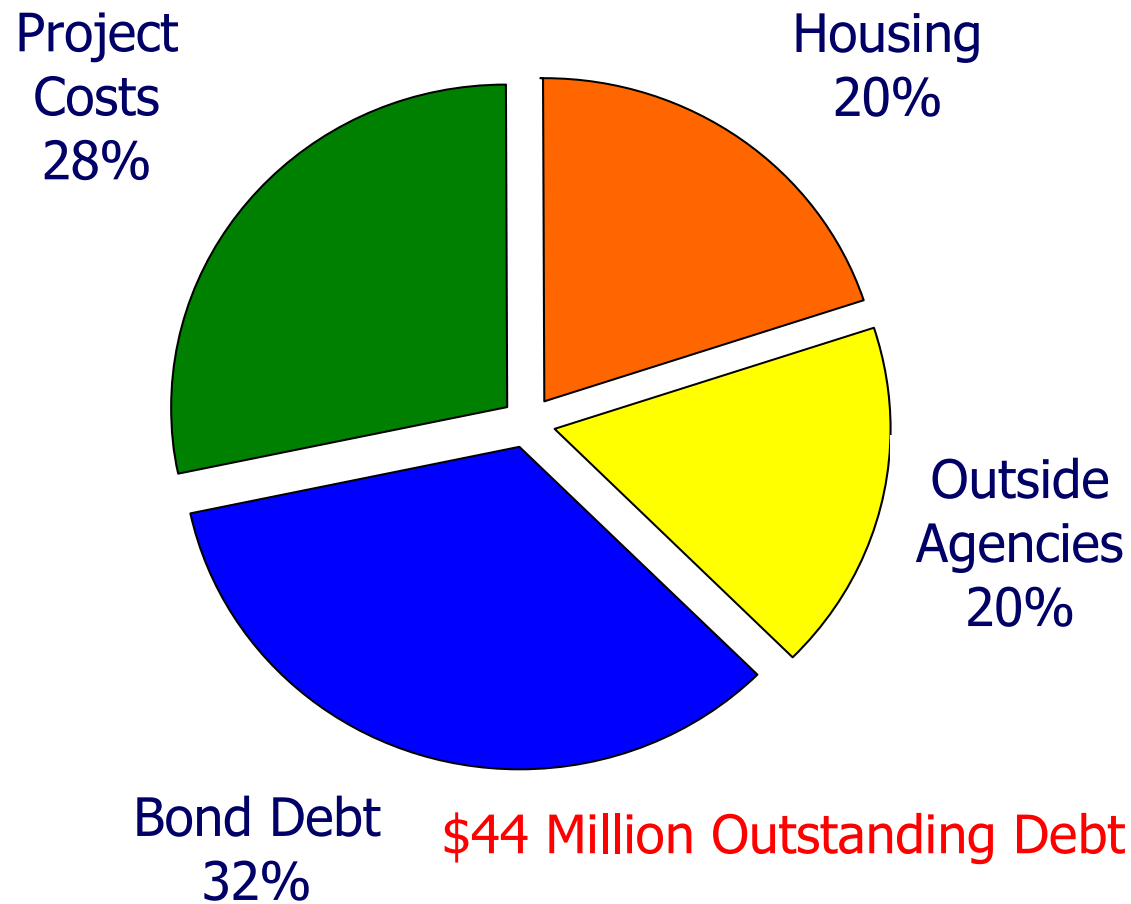
Outside Control

Total Revenue Comparison

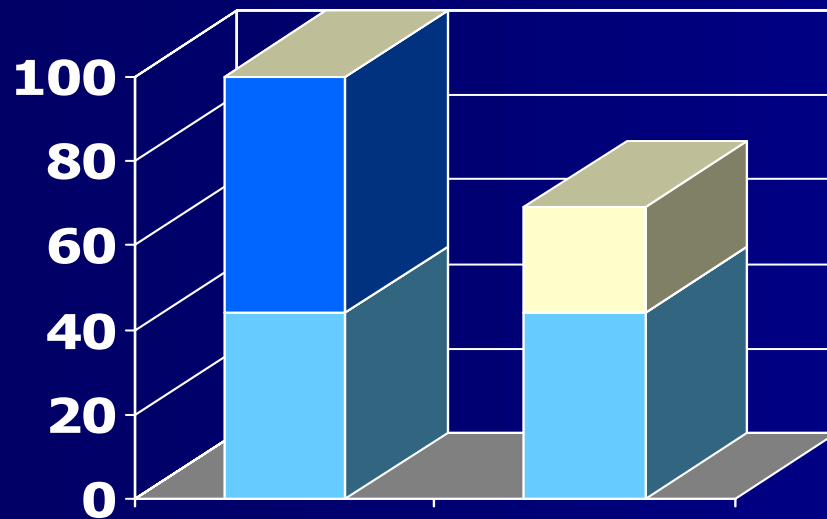
\$48.2 Million Compared to \$38.3 Million
w/o Redevelopment Tax Increment Funds



Distribution of TIF Revenue



Legal vs. Financial Limits



■ Financial Limit
■ Legal Limit
■ Current

- \$44 Million Current Debt
- \$100 Million State Authorized
- Capacity is Based on Cash Flow
- Pay as You Go or Issue Bonds

Redevelopment 5-year Cash Flow Projections

	2007	2008	2009	2010	2011
Beginning Fund	\$25.5	\$16.0	\$17.3	\$19.2	\$21.7
Total Revenue	\$10.3	\$11.0	\$11.8	\$12.7	\$13.7
Total Expenses	\$4.5	\$4.7	\$4.9	\$5.2	\$5.5
Debt Service	\$4.0	\$4.0	\$4.0	\$4.0	\$4.0
	\$1.8	\$2.3	\$2.9	\$3.5	\$4.2
Capital Projects	\$11.3	\$1.0	\$1.0	\$1.0	\$1.0
Ending Fund	\$16.0	\$17.3	\$19.2	\$21.7	\$24.9

Other Resources

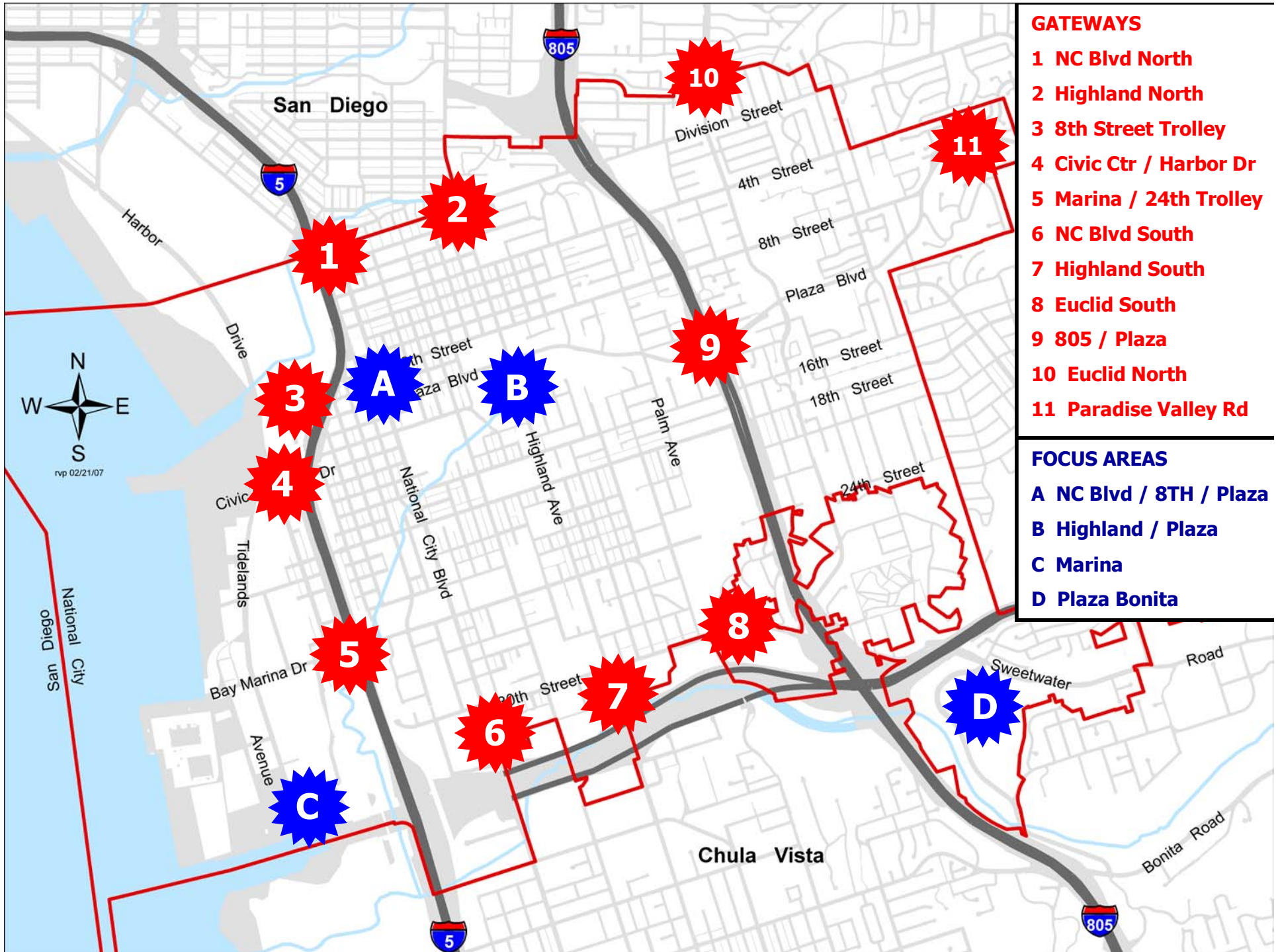
- Time
- Tools
- Talent
- Technology
- Teamwork



The seal of the City of National City, California, is an octagonal emblem. It features a central circular field with a blue sky and a golden eagle with spread wings. The eagle is perched on a shield with a grid pattern. The words "NATIONAL CITY, CALIFORNIA" are inscribed in a blue ring around the central field. Below the ring, the text "INCORPORATED A.D. 1887" is written in a smaller blue font. The entire seal is set against a light gray background.

City Council Discussion

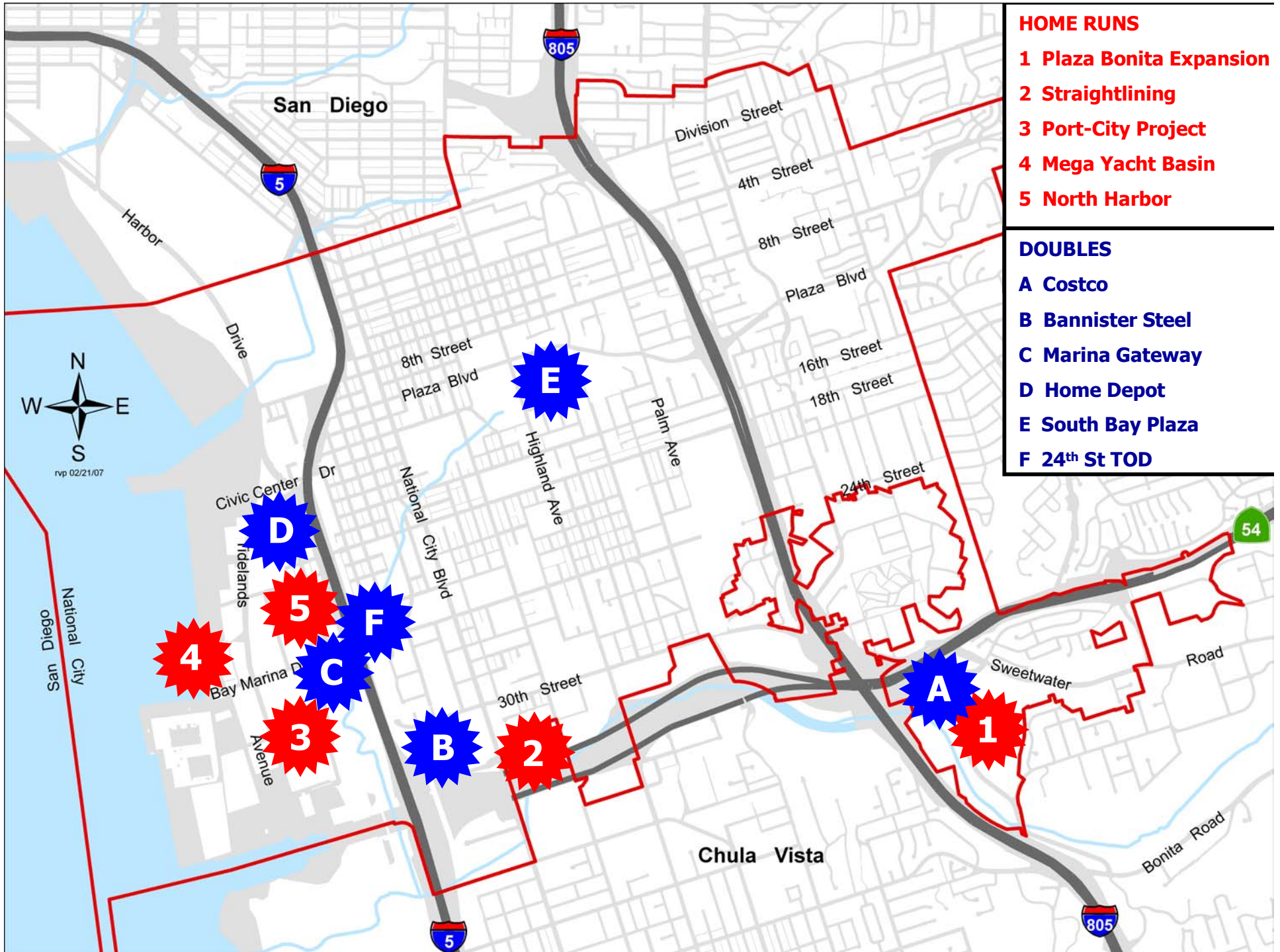
GATEWAYS & FOCUS AREAS



City Council Discussion



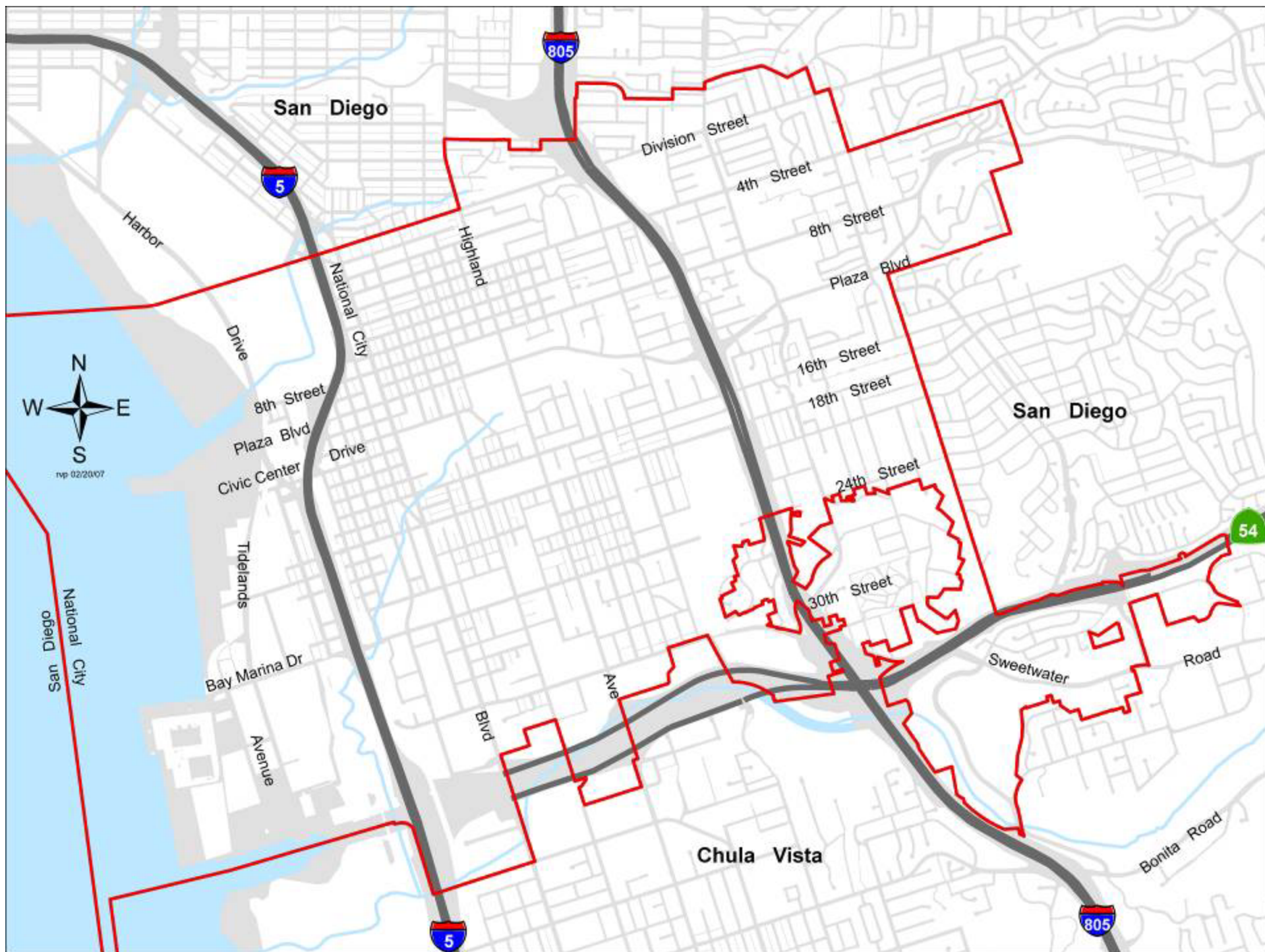
REVENUE GENERATING PROJECTS

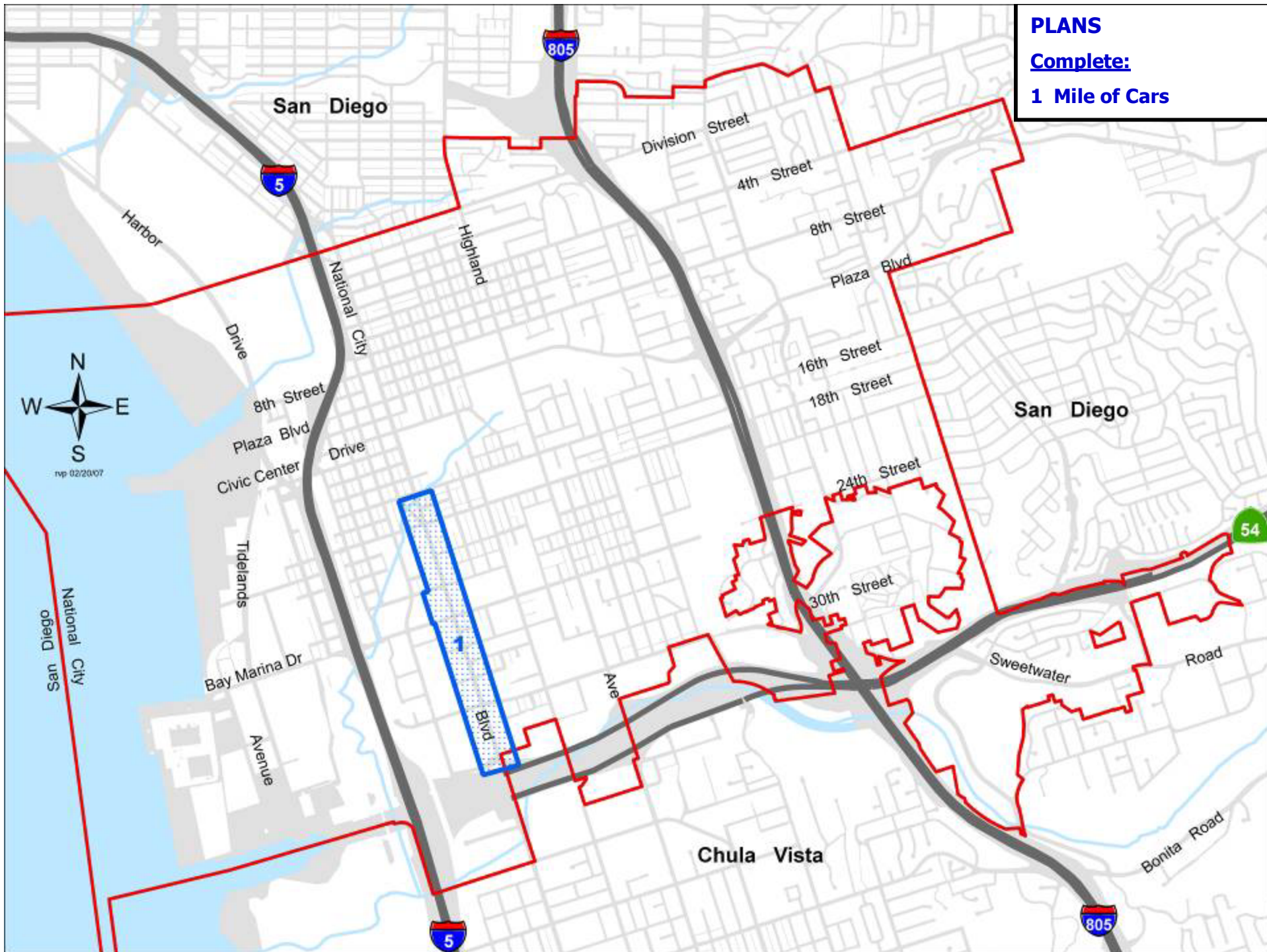


The seal of the City of National City, California, is an octagonal emblem. It features a central circular area with a landscape scene showing a bridge, water, and hills. The words "NATIONAL CITY, CALIFORNIA" are inscribed in a circular path around the central image. Below the central image, the text "INCORPORATED A.D. 1887" is visible. The entire seal is set against a blue background with a white border.

City Council Discussion

PLANNING AREAS

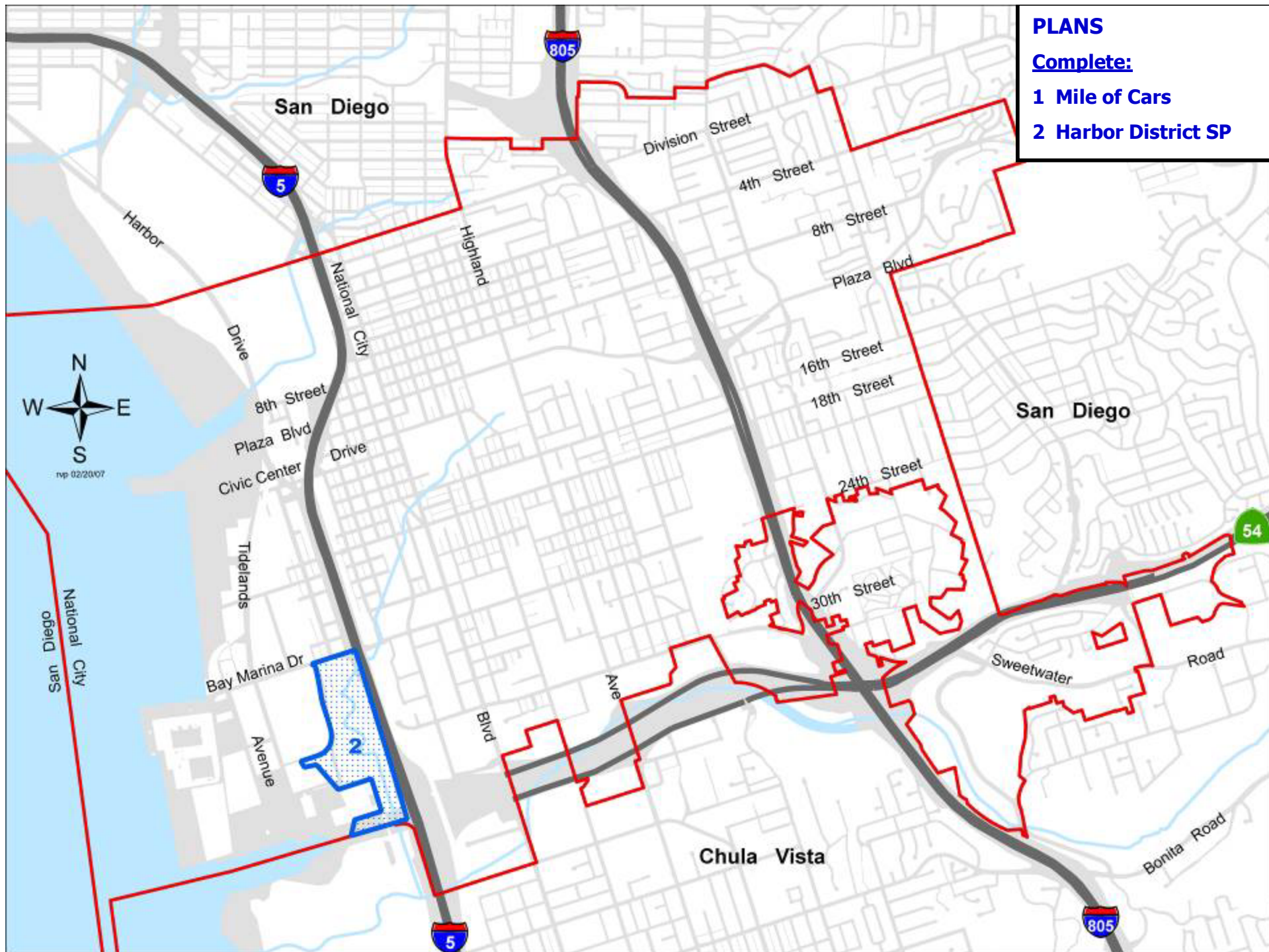




PLANS

Complete:

1 Mile of Cars

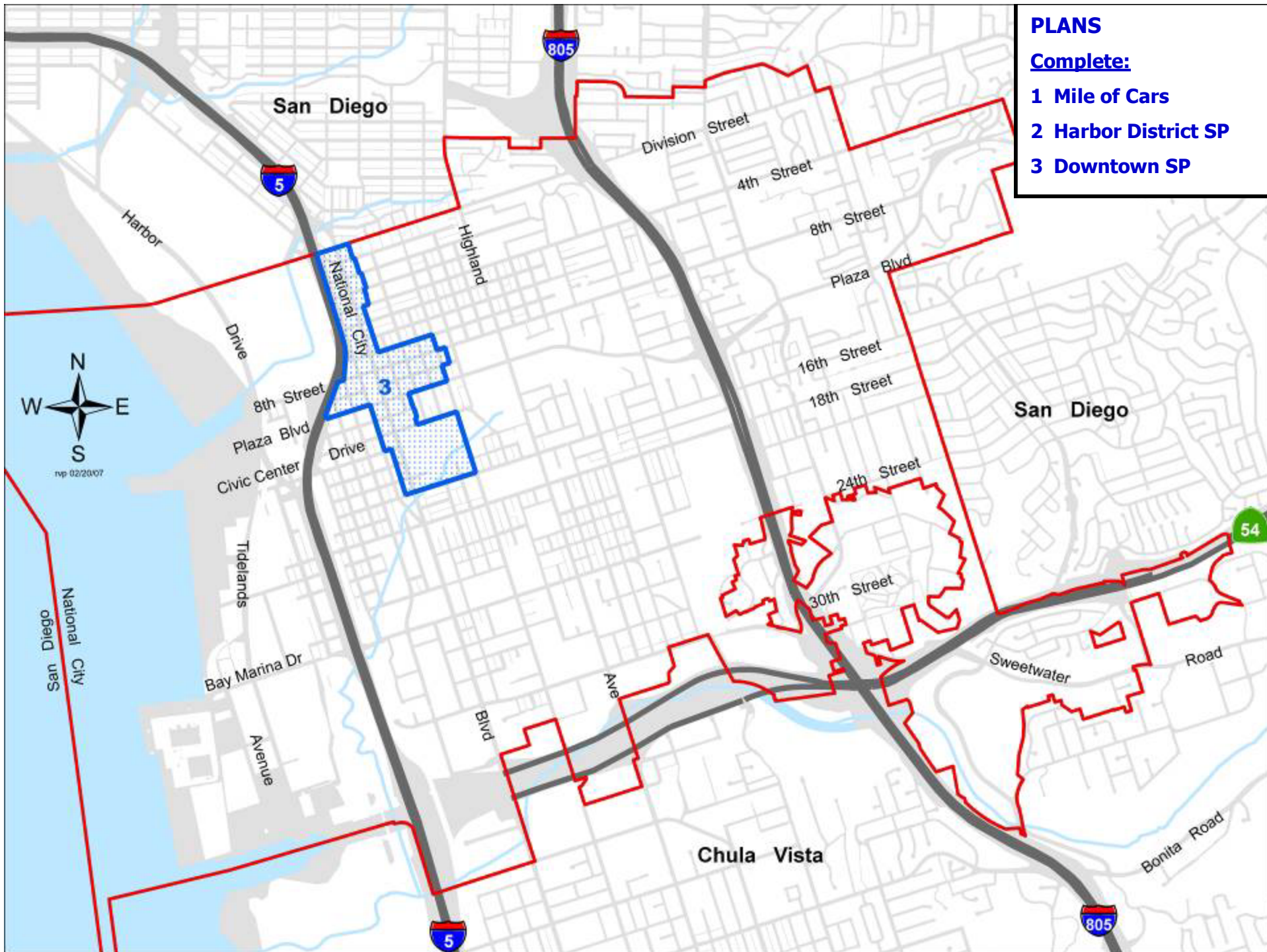


PLANS

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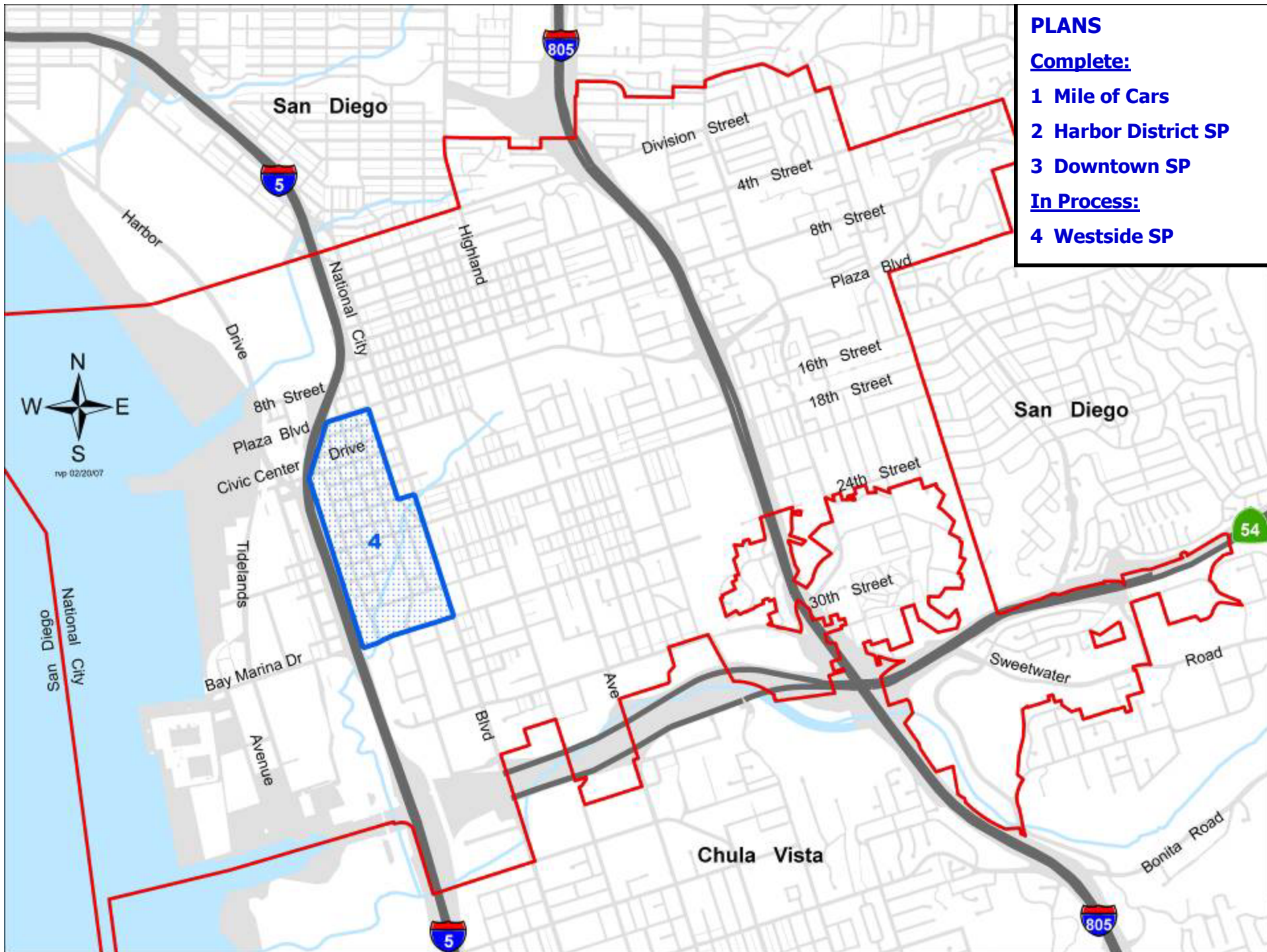
2 Harbor District SP



PLANS

Complete:

- 1 Mile of Cars
- 2 Harbor District SP
- 3 Downtown SP



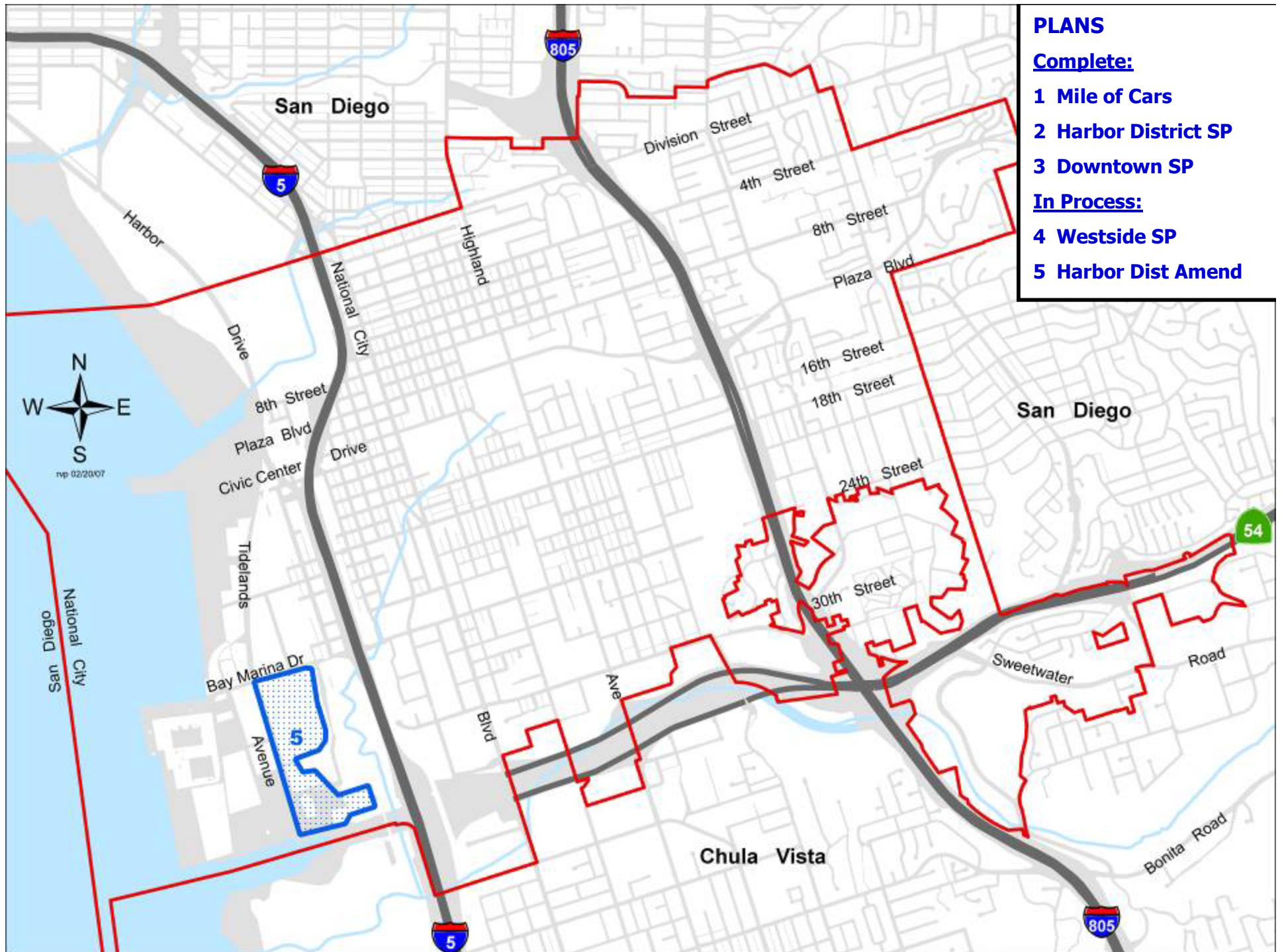
PLANS

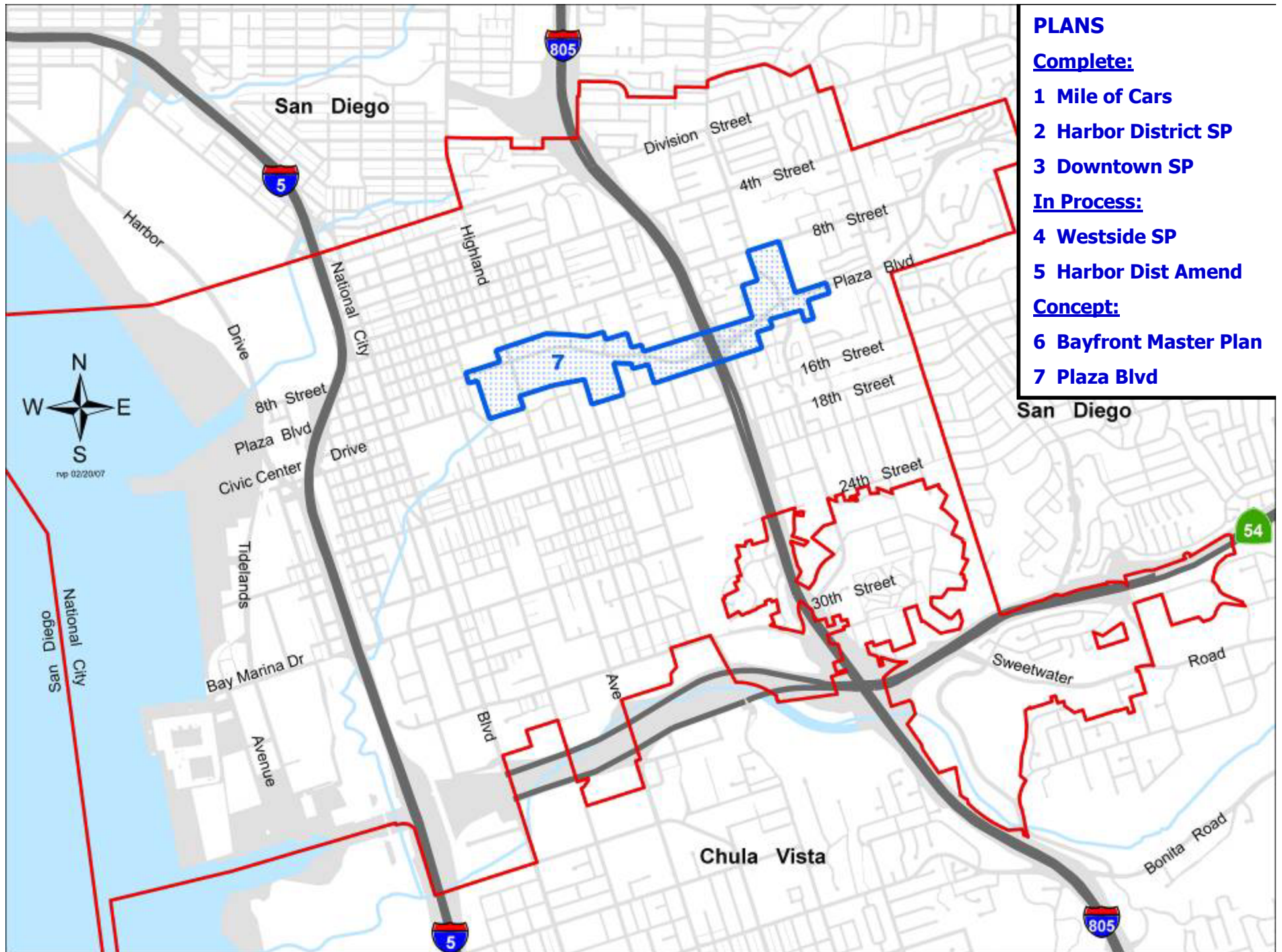
Complete:

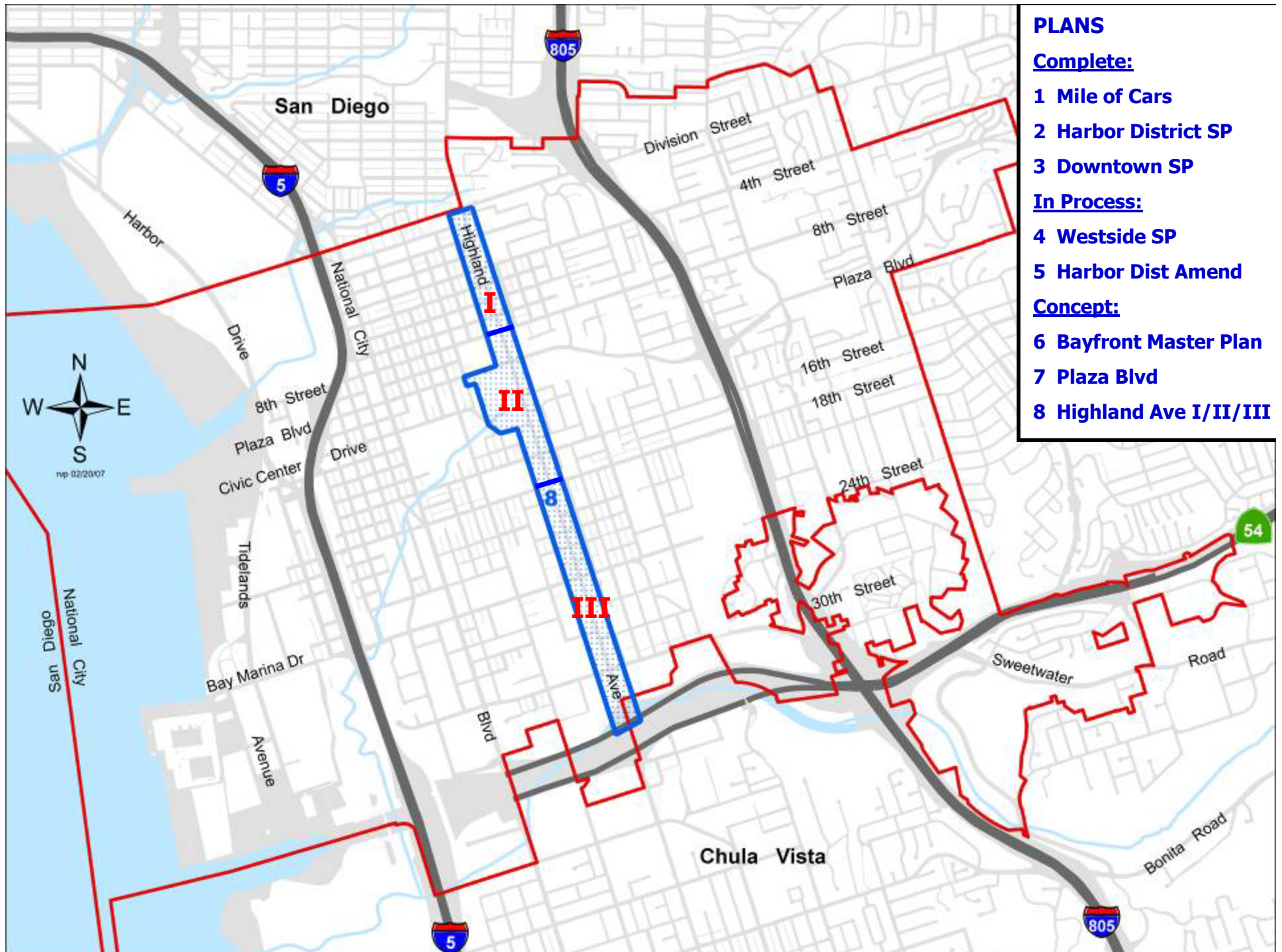
- 1 Mile of Cars
- 2 Harbor District SP
- 3 Downtown SP

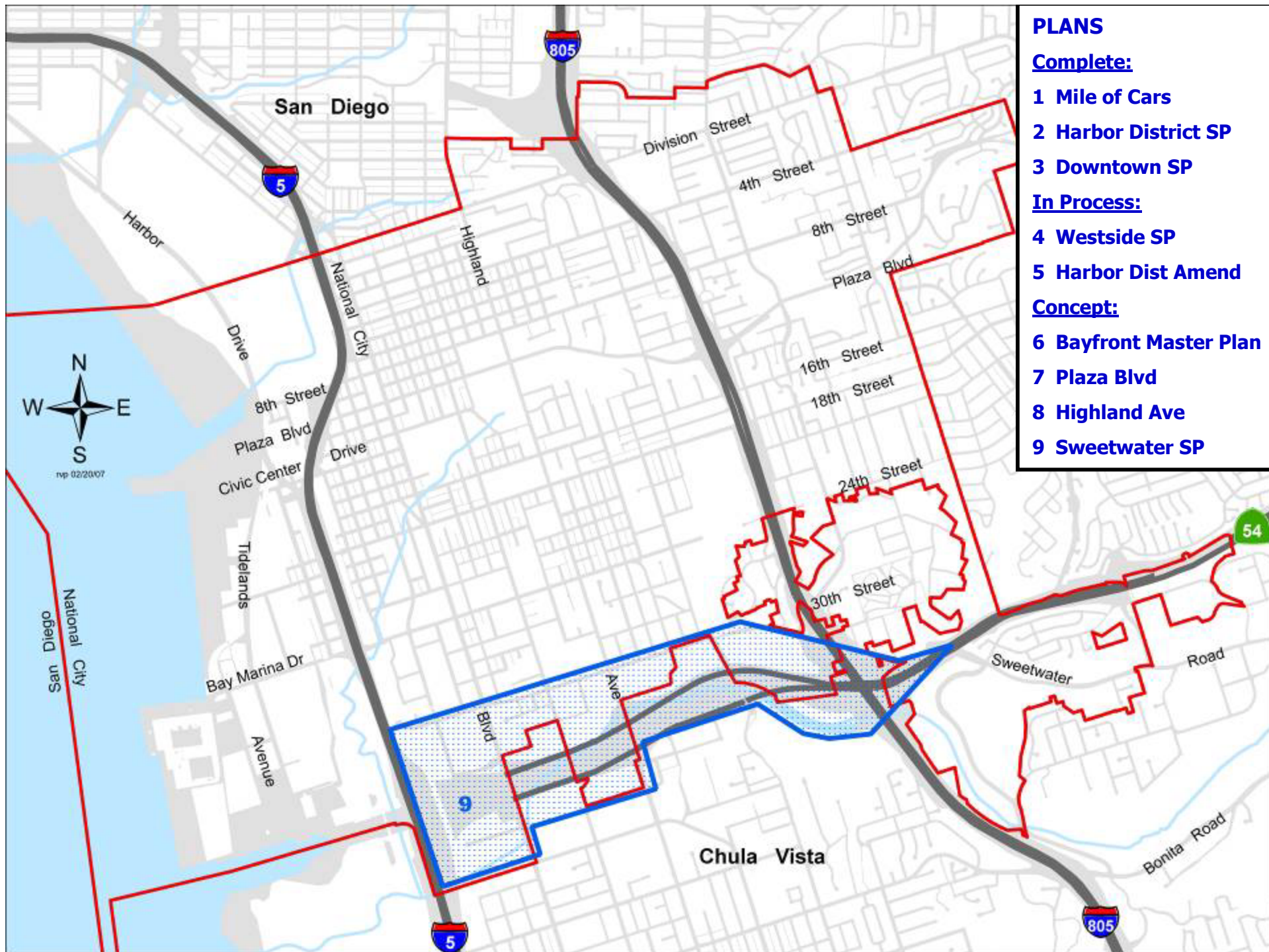
In Process:

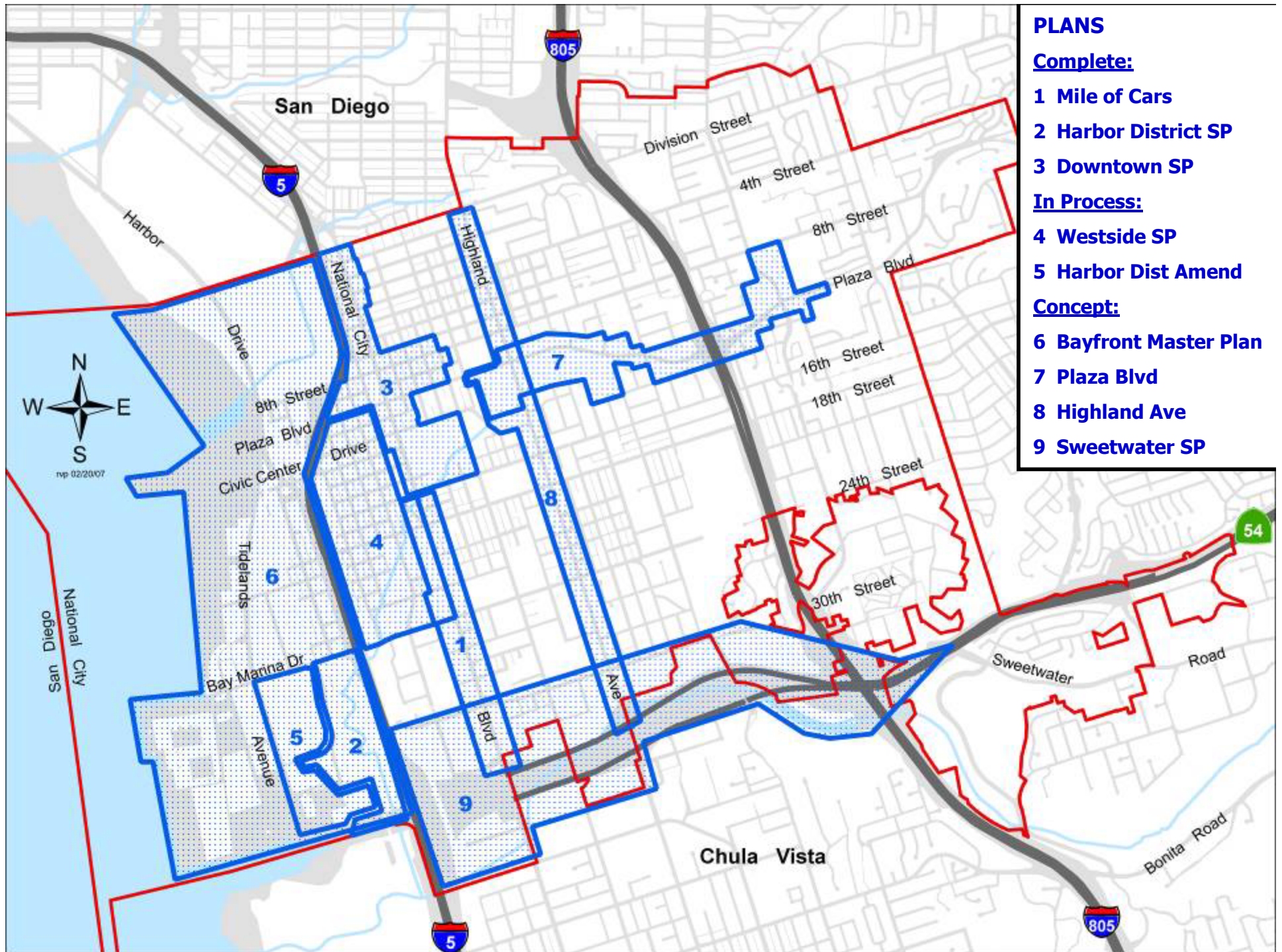
- 4 Westside SP





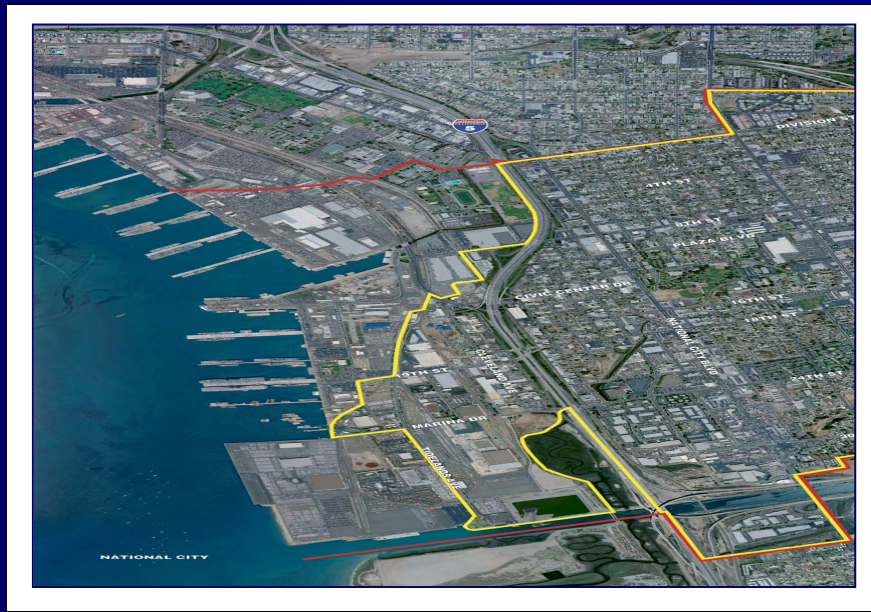




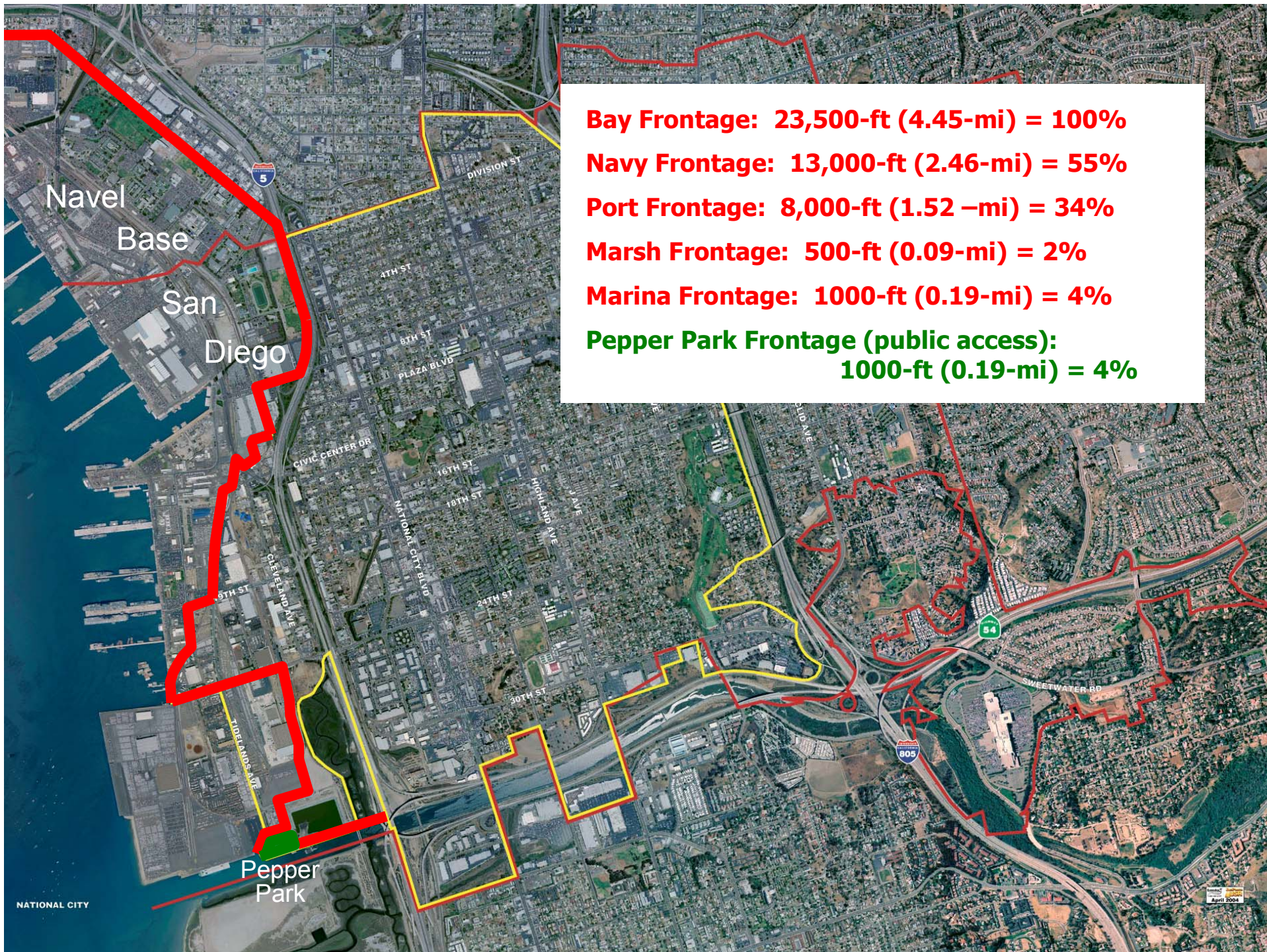


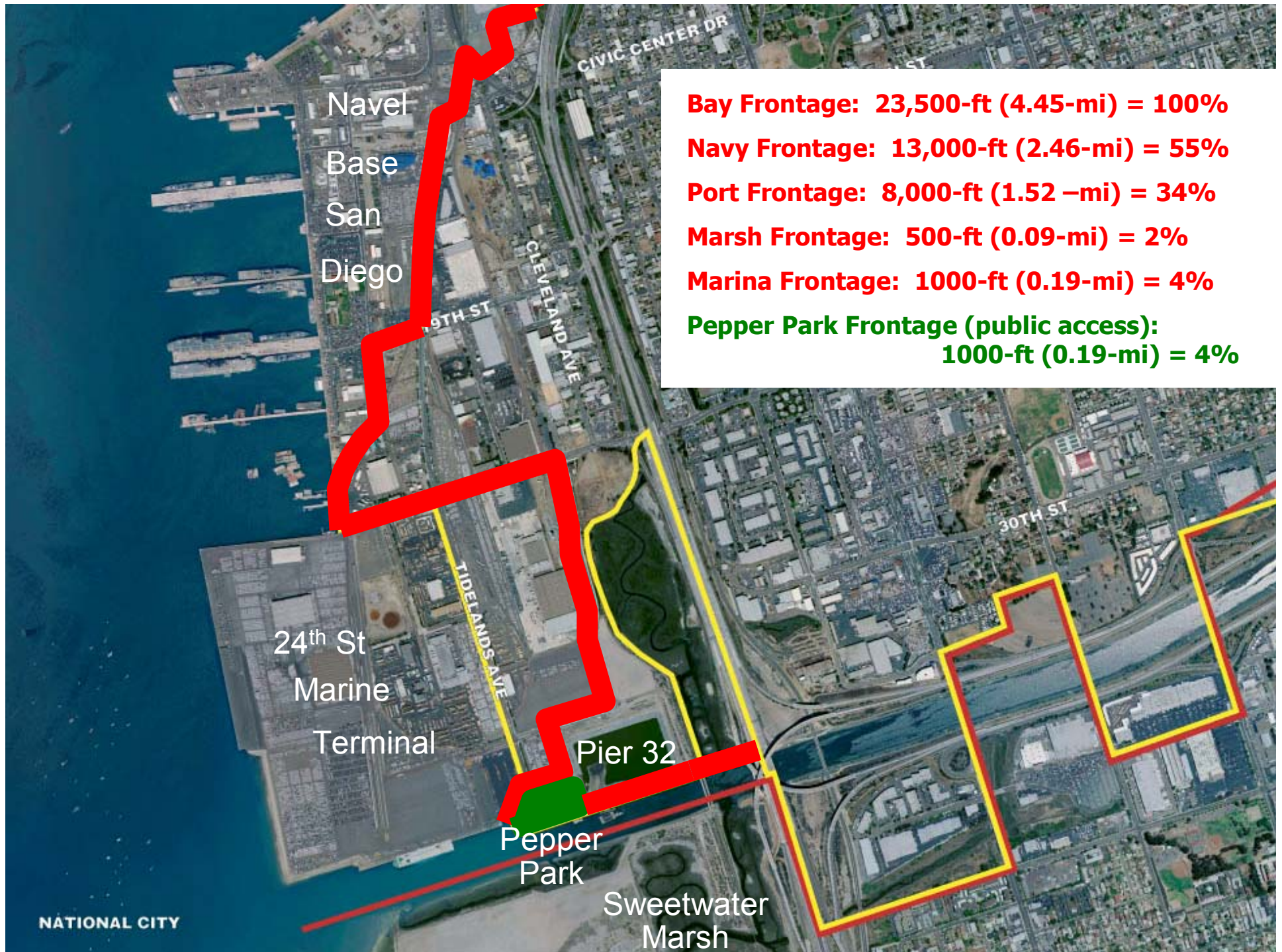
Bayfront Master Plan

R E C O N N E C T W I T H T H E B A Y



N A T I O N A L C I T Y , C A L I F O R N I A
S U M M E R 2 0 0 7





Downtown Specific Plan

R E D I S C O V E R I N G T H E H E A R T



N A T I O N A L C I T Y , C A L I F O R N I A
F E B R U A R Y 2 0 0 5



Rio Vista
30 du/ac



Rio Vista
15 du/ac



Bankers Hill
35 du/ac



Little Italy
Townhomes
14 du/ac



Marina District
136 du/ac



Marina District
151 du/ac

National City Downtown Specific Plan
Aerial Sketch
(Not to Scale)

Westside Specific Plan

RENEWING OLDTOWN



NATIONAL CITY , CALIFORNIA
FALL 2007

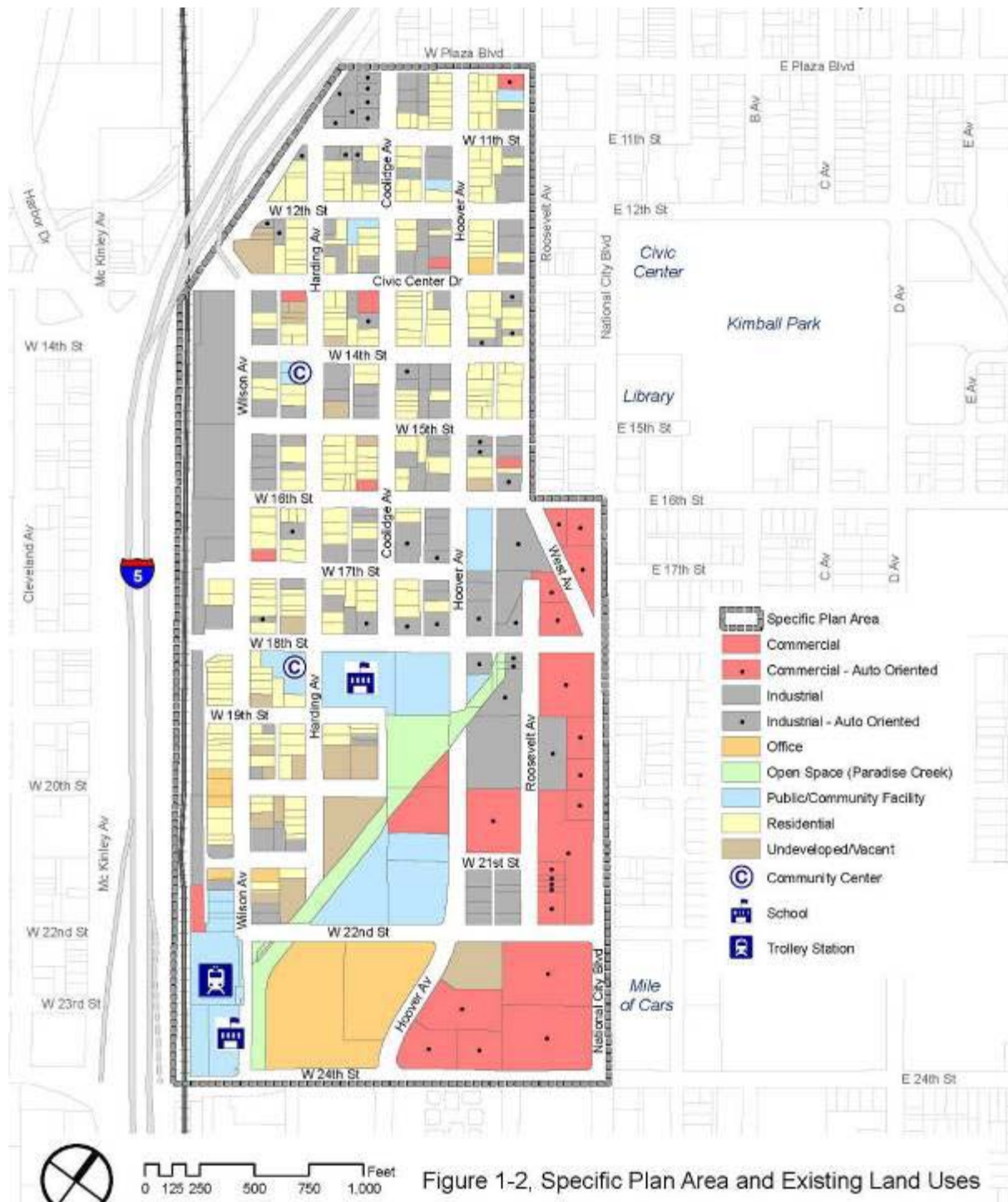


Figure 1-2, Specific Plan Area and Existing Land Uses



VISUAL CORRIDOR

COMMERCIAL/ OFFICE/ RESIDENTIAL
2 STORY MAXIMUM

RESIDENTIAL
2 STORY MAXIMUM

AUTOMOTIVE COMMERCIAL
5 STORY MAXIMUM

PARADISE CREEK PRESERVE & EDUCATIONAL PARK
RECREATIONAL AND EDUCATIONAL USE ONLY

MARKET PLACE
2 STORY MAXIMUM

OFFICE/ COMMERCIAL
3 STORY MAXIMUM

PUBLIC/ PRIVATE INSTITUTIONAL USE
3 STORY MAXIMUM

WESTSIDE SPECIFIC PLAN

Quality of Life

- Leisure, Recreation & Learning Programs
- Parks & Open Space
- Facilities
- History
- Art & Culture
- Nature and Trails
- Special Events

City Actions

- Community Services Strategic Plan
- Community Cultural Asset Inventory
(Railroad Depot, Granger Music Hall, Stein Farm, Kimball Museum)
- Golf Course Audit
- Council Special Event Sponsorship Policy
- Neighborhood Council & Community Projects (Tree plantings, paintings, cleanup programs, block parties)

City Actions

- New Library Construction
- Swimming Pool Renovation
- Paradise Creek Restoration
- Aquatics Center
- El Toyon Computer Center
- Public Art at New Fire Station
- Gordy Shields Bike Path
- Public Art Committee Formation

City Actions

- Acquisition of Playhouse on Plaza
- Art & Cultural Center Project (Old Library)
- Port of San Diego Partnership – Pepper Park benches & concert
- Community Events (National Night Out, Parades, Public Safety Fair, Miss National City Pageant)
- Police Department STAR PAL Program
- Safe Routes to School Program

City Staff Proposals

- Five-year Strategic Plan
- Focus Investment and Leverage Resources
- Accelerate Capital Improvement Program
- Bay Front Focus-Joint Planning Effort
- Percent for Art Program
- City Standards Review – Park & Open Space
- Create Youth Advisory Board

City Staff Proposals

- Expand Library Hours
- Provide Year-round Pool
- Skateboard Park Proposal
- Soccer Field at Kimball
- Additional Open Space
- Street Vacation to Pedestrian & Recreation Use
- Use of City Facilities by Non-residents

Considerations

- Facilities Aging
- Community Growing
- Lower Profile than Public Safety
- Resource Challenged
- Tremendous Opportunities

The background of the slide features the official seal of the City of Fresno. The seal is circular with a blue outer ring containing the text "CITY OF FRESNO" at the top and "INCORPORATED A.D. 1887" at the bottom. The center of the seal depicts a landscape with mountains, a river, and a city. Overlaid on this seal is the main title text in a large, bold, blue font with a red outline.

City Council Discussion Public Comment

